

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A wireless device having an identity, for notifying a user of a source of a page full business information indicia triggered by a communication notifier, the source of the business information indicia directed specifically to the identity of the wireless device, comprising:

a housing;

a liquid crystal display (LCD) attached to the housing;

an liquid crystal display LCD driver connected to the LCD for causing the full business information indicia to appear on the LCD;

a memory having full business information indicia therein;

a programmable read only memory (PROM), preprogrammed with advertising indicia;

a receiver for receiving a communication notifier [[page]] signal directed specifically at the wireless device; and

a controller connected to the receiver and to the LCD driver for sending to the LCD driver a signal comprising the full business information advertising indicia in memory and a signal comprising an identification of the source of the page at least one of the full business information indicia and the communication notifier in response to receiving the communication notifier [[page]] signal.

Claim 2 (currently amended): The wireless device of claim 1 wherein the full business information advertising indicia is a directed message.

Claim 3 (canceled)

Claim 4 (original): The wireless device of claim 1 wherein the identity of the wireless device is a frequency.

Claim 5 (original): The wireless device of claim 1 wherein the identity of the wireless device is a frequency range.

Claim 6 (currently amended): The wireless device of claim 1 wherein the source of the [[page]] communication notifier is a number to call.

Claim 7 (currently amended): The wireless device of claim 1 wherein the source of the [[page]] communication notifier comprises a name of a person and a text message.

Claim 8 (currently amended): The wireless device of claim 1 wherein the receiver is continuously attempting to detect the communication notifier [[page]] signal directed specifically at the identity of the wireless device.

Claim 9 (original): The wireless device of claim 1 wherein the wireless device is a pager.

Claim 10 (original): The wireless device of claim 1 wherein the wireless device is a personal digital assistant.

Claim 11 (original): The wireless device of claim 1 wherein the wireless device is a cell phone.

Claim 12 (original): The wireless device of claim 1 further comprising a power source for powering the controller and the LCD.

Claim 13 (currently amended): The wireless device of claim 1 wherein the memory is one of at least a PROM [[is]] and an electrically erasable PROM (EEPROM) and wherein the [[pre]]programmed full business information ~~advertising-indicia~~ therein can be changed.

Claim 14 (currently amended): The wireless device of claim 1 wherein the controller receives the communication notifier [[page]] signal received by the receiver wherein the controller sends to the LCD driver a signal comprising the full business information ~~advertising-indicia~~ in [[the]] a PROM for causing the LCD to display the full business information ~~advertising-indicia~~, and wherein the controller sends to the LCD driver, within five seconds or less from the sending of the signal comprising the full business information ~~advertising-indicia~~, a signal comprising an identification of the source of at least one of the communication notifier and the full business

information indicia ~~[[page]]~~.

Claim 15 (original): The wireless device of claim 1 wherein the controller is a MCU Hitachi 3827.

Claim 16 (currently amended): A wireless device having an identity for notifying a user of full business information indicia triggered by a communication notifier signal and a source of at least one of the full business information indicia and the communication notifier ~~a page~~ directed specifically to the identity of the wireless device, comprising:

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- a housing;
- a display attached to the housing;
- a driver connected to the display, for causing full business information indicia to appear on the display;
- a memory, ~~[[pre]]~~programmed with full business information advertising indicia;
- a receiver for receiving ~~the~~ ~~[[a]]~~ communication notifier signal directed specifically at the wireless device; and

a controller connected to the receiver and to the driver for sending to the driver a signal comprising the full business information advertising indicia in memory and a signal comprising an identification of the source of at least one of the business information indicia and the communication notifier in response to receiving the communication notifier ~~[[page]]~~ signal.

Claim 17 (currently amended): The wireless device of claim 16, wherein controller waits to send the signal comprising the full business information advertising indicia to the driver until the user selects to view the source of the page.

Claim 18 (currently amended): A memory device for a wireless device, the wireless device having an identity, the wireless device for notifying a user of a source of at least one of full business information indicia and a communication notifier ~~a page~~ directed specifically to the identity of the wireless device, and the wireless device comprising a housing; a display attached

to the housing; a driver connected to the display, for causing indicia to appear on the display; a controller connected to the driver for sending to the display a signal comprising indicia to appear on the display; and a receiver connected to the controller, the receiver receiving a communication notifier [[page]] signal directed specifically at the identity of the wireless device and for communicating the communication notifier [[page]] signal to the controller, the memory device comprising:

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a storage location programmed with full business information ~~advertising~~ indicia, wherein the controller receives the communication notifier [[page]] signal received by the receiver wherein the controller sends to the driver a signal comprising the full business information ~~advertising~~ indicia [[pre]]programmed in the memory, [[a]] the signal further comprising an identification of the source of at least one of the full business information indicia and the communication notifier the page in response to receiving the communication notifier [[page]] signal.

Claim 19 (currently amended): A method of providing full business information ~~advertising~~ indicia to a user of a wireless device on the display of the wireless device, the wireless device for notifying the user of a source of at least one of the full business information indicia and a communication notifier directed specifically to an identity of the wireless device, the method comprising the steps of:

receiving ~~an advertising~~ a full business information indicia request for ~~placement of advertising indicia within~~ communicating the full business information indicia to the wireless device;

storing in a memory located within the wireless device the full business information ~~advertising~~ indicia, ~~before the user obtains permanent possession of the wireless device;~~

providing permanent possession of the wireless device to the user; and,

providing communication notifying service to the user, wherein the user receives at least

one of the full business information indicia and the communication notifier from the source, wherein the full business information ~~advertising~~ indicia stored in the memory of the wireless device will appear on the display of the wireless device, and the source of at least one of the full business information indicia and the communication notifier will appear on the display of the wireless device in response to receiving the communication notifier signal.

Claim 20 (currently amended): The method of claim 19 wherein the source of the communication notifier ~~[[page]]~~ will appear on the display after the full business information ~~advertising~~ indicia will appear on the display.

Claim 21 (original): The method of claim 19 wherein the step of storing takes place at a manufacturing facility of the wireless device.

Claim 22 (currently amended): The method of claim 19 wherein the step of storing takes place at a distributor of the wireless device.

Claim 23 (currently amended): The method of claim 19 wherein the step of storing comprises the steps of:

connecting a personal computer to the wireless device;

running software on the personal computer which will allow for communication between the personal computer and the wireless device;

entering the full business information ~~advertising~~ indicia into the personal computer;

sending the full business information ~~advertising~~ indicia to the wireless device from the personal computer for storage in the memory; and

disconnecting the wireless device from the personal computer.

Claim 24 (original): The method of claim 19 wherein the wireless device is provided to the user free of charge.

Claim 25 (original): The method of claim 24 wherein an entity that places the advertising request pays for at least a portion of the wireless device.

Claim 26 (original): The method of claim 19 wherein the paging service is provided to user free of charge.

Claim 27 (original): The method of claim 26 wherein an entity that places the advertising request pays for at least a portion of the paging service.

Claim 28 (currently amended): The method of claim 19 wherein a plurality of different full business information advertising-indicia is ~~is~~ <sup>[[are]]</sup> stored in memory, wherein when a first communication notifier ~~[[page]]~~ is received, a first full business information advertising-indicia of the plurality of full business information advertising-indicia stored in memory is displayed on the display of the wireless device, and wherein a second communication notifier ~~[[page]]~~ is received, a second full business information advertising-indicia of the plurality of full business information advertising-indicia stored in memory is displayed on the display of the wireless device.

Claim 29 (currently amended): The method of claim 28 wherein the first and second full business information advertising-indicia alternate being displayed on the display.

Claim 30 (currently amended): The method of claim 28 wherein the wireless device can be programmed to cause the first full business information advertising-indicia to appear on the display a particular percentage of the time of the overall number of full business information indicia ~~[[pages]]~~ for a given time period.

Claim 31 (currently amended): The method of claim 28 wherein the wireless device can be programmed to cause the first full business information advertising-indicia to appear on the display more than the second full business information advertising-indicia.

Claim 32 (currently amended): The method of claim 31 wherein an entity placing a first advertising request for the first full business information advertising-indicia to appear on the display pays more than an entity placing a second advertising request for the second full business information advertising-indicia to appear on the display.

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Claim 33 (original): The method of claim 28 wherein the wireless device is programmed at a distributor of the wireless device with the use of a personal computer and software.

Claim 34 (currently amended): The method of claim 19 further comprising the step of:

programming the wireless device to display the full business information advertising indicia for a first time length before the source of the communication notifier [[page]] is displayed on the display.

Claim 35 (original): The method of claim 34 wherein the first length of time begins after an alarm is complete.

Claim 36 (original): The method of claim 35 wherein the alarm is a vibration of a vibrator within the wireless device.

Claim 37 (original): The method of claim 35 wherein the alarm is audible alarm.

Claim 38 (currently amended): The method of claim 34 wherein the first length of time begins about the same time as an alarm begins indicating that the communication notifier [[page]] is being received.

Claim 39 (original): The wireless device of claim 16 wherein the communication notifier is a page.

Claim 40 (original): The wireless device of claim 19 wherein the communication notifier is a page.

Claim 41 (new): The wireless device of claim 1 wherein the full business information indicia a complete advertisement, which is not just a logo.

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